Wakefern Food Corporation

SHOPRITE

DATE: July 24, 1995

TO: Members & Store Managers

FROM: John Rij/Vince Vanvourellis

RE: **CIGARETTE CONTRACTS/PLANOGRAMS**

Wakefern, working with the four cigarette companies (PM, RJR, B&W and Lorrilard), has completed an official Wakefern cigarette planogram (copy attached). This planogram maximizes the payments from all four companies. A copy of your approximate maximized payments is attached for each of your stores. The payments are based on the format the store is currently using (either self service of non self service.) Please institute these planograms as soon as possible and sign contracts with all four companies (Philip Morris, RJR, Lorrilard and Brown & Williamson.) In the future we will spend time making proposals on changing formats by store to increase payments and sales.

51855 1300

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Source: https://www.industrydocuments.ucsf.edu/docs/yfxn0000

PHILIP MORRIS USA

OPTION 1: SS CARTONS, SS PACKS REQUIREMENTS

- Either store owned or competitive supplied carton fixture in a self service location
- Share of space = share of sales for PM, RJR, B&W on carton fixture
- RJR occupies the top position on their fixtures
- PM occupies either vertical merchandising or 3rd shelf contiguous space horizontally
- Pack fixtures supplied exclusively by PM, with space allocated to share of sales
- In lieu of above, PM will share pack merchandisers with RJR only if PM has exclusive presence at the service center. This includes two free standing displays for Marlboro and Basic. Alternately, Marlboro pack displays at 2/3 of the checkouts.
- Signage is allocated by share of store sales. PM requires front end signage in lieu of carton fixture graphics

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OPTION 2: NSS CARTONS, SS PACKS REQUIREMENTS

- Same as above except carton fixture is in a non-self service or limited self service position such as lobby sets beyond the check lanes

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OPTION 3: NSS CARTONS, NSS PACKS REQUIREMENTS

- Stores of this configuration are treated as predominant pack outlets. Typical store set- service centers
- Exclusive PM pack merchandiser; either Overhead or Springload
- Share of facings on springload equal to share of sales
- PM pack displays non-self service: #1 Marlboro, #2 or #3 PM Premium, #1 Discount position Basic
- RJR pack displays non-self service: 2 Premium, 1 Discount
- B&W pack displays non- self service: 2 Displays
- Point of sale share of space= to share of sales for RJR, PM and B&W
- If any displays are self service, PM must be self service, for payment at an increased level

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Source: https://www.industrydocuments.ucsf.edu/docs/yfxn0000

DO NOT VERT

10 FOOT CARTON FIXTURE PLANOGRAM

CAPACITY	1091
ROWS	198

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33
SHELF 1	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR
SHELF 2	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR
SHELF 3	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	B&W	B&W	B&W	B&W	B&W	B&W	LOR	LOR	LOR	LOR	LOR	LOR	LOR
SHELF 4	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	B&W	B&W	B&W	B&W	B&W	B&W	B&W	LOR	LOR	LOR	LOR	LOR	LOR	LOR
SHELF 5	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	B&W	B&W	B&W	B&W	B&W	B&W	B&W	LOR	LOR	LOR	LOR	LOR	LOR	LOR
SHELF 6	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	B&W	B&W	B&W	B&W	B&W	B&W	B&W	LOR	LOR	LOR	LIG	LIG	LIG	LIG
	4 FOOT SECTION													4 FOOT SECTION													2 FOOT SECTION						

	NEED	HAVE	CARTONS
PM	97	97	485
RJR	46	46	230
B&W	24	24	120
LORILLARD	28	26	130
LIGGETT	4	5	25
TOTAL	198	198	990

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Source: https://www.industrydocuments.ucsf.edu/docs/yfxn0000

12 FT NOT VERT

FOOT CARTON FIXTURE PLANOGRAM
CAPACITY 1170
ROWS 234

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39
SHELF 1	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR
SHELF 2	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM
SHELF 3	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM
SHELF 4	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR
SHELF 5	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	B&W	B&W	B&W	B&W	B&W	B&W	B&W	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR
SHELF 6	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	B&W	B&W	B&W	B&W	B&W	B&W	B&W	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LUG	LUG	LUG	LUG	LUG
	4 FOOT SECTION													4 FOOT SECTION														4 FOOT SECTION											

	ROWS		
	NEED	HAVE	CARTONS
PM	115	116	580
RJR	54	54	270
B&W	28	28	140
LORILLARD	33	31	155
LIGGETT	5	5	25
TOTAL	234	234	1170

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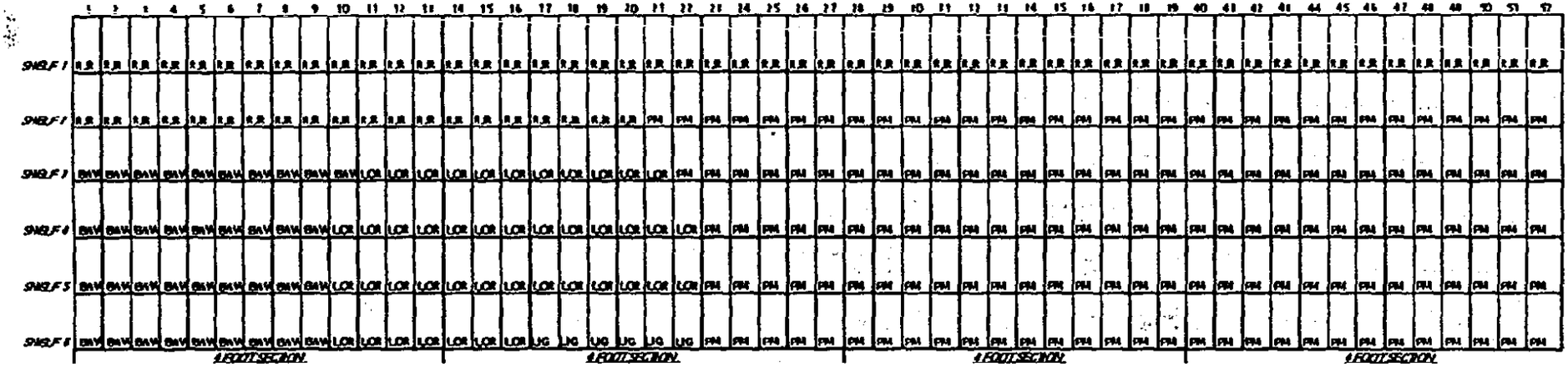
Source: https://www.industrydocuments.ucsf.edu/docs/yfxn0000

Source: https://www.industrydocuments.ucsf.edu/docs/ytxn0000

16 FT REV 1

16 FOOT CARTON FIXTURE PLANOGRAM

CAPACITY 1664
ROWS 112



	ROWS NEED	ROWS HAVE	CARTONS
PM	151	151	265
R.R	72	72	140
BAW	17	17	185
LORILLARD	44	44	270
LIGGETT	6	6	30
TOTAL	112	112	1560

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20 FT. GROUPED

20 FOOT PLANOGRAM

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33
SHELF 1	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR
SHELF 2	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR
SHELF 3	B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	PM	PM	PM	PM	PM	PM	PM
SHELF 4	B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	PM	PM	PM	PM	PM	PM	PM
SHELF 5	B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	PM	PM	PM	PM	PM	PM	PM
SHELF 6	B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W	B&W	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	LOR	PM	PM	PM	PM	PM	PM	PM
	4 FOOT SECTION													4 FOOT SECTION													2 FOOT SECTION						

	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66
SHELF 1	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR	RJR
SHELF 2	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM
SHELF 3	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM
SHELF 4	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM
SHELF 5	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM
SHELF 6	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	B&W	LIG	LIG	LIG	LIG	LIG	LIG	LIG	LIG	LIG
	4 FOOT SECTION													4 FOOT SECTION													2 FOOT SECTION						

CAPACITY	1980		
ROWS	396		
	NEED	HAVE	CARTONS
PM	194	185	925
RJR	91	99	495
B&W	48	48	240
LORILLARD	55	56	280
LIGGETT	8	8	40
TOTAL	396	198	1980

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